

FIG. 1A

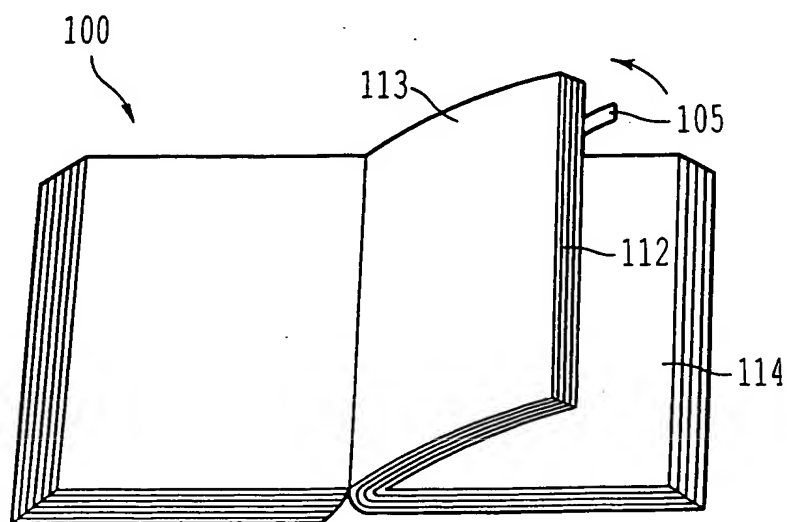


FIG. 1B

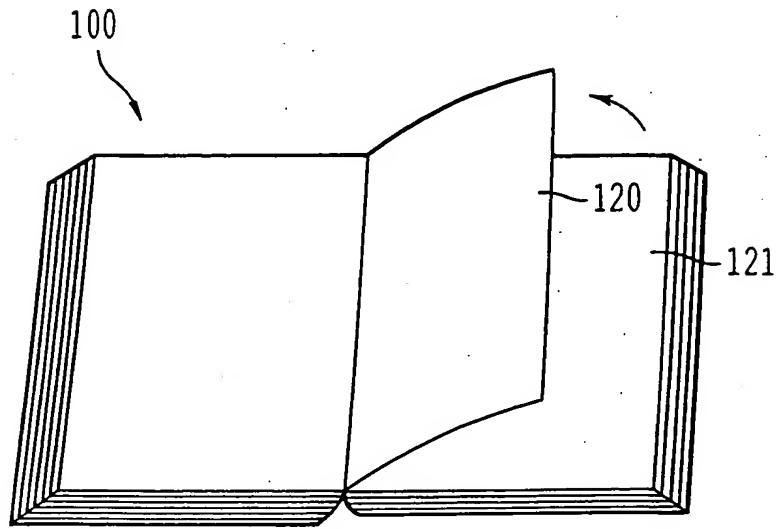


FIG. 1C

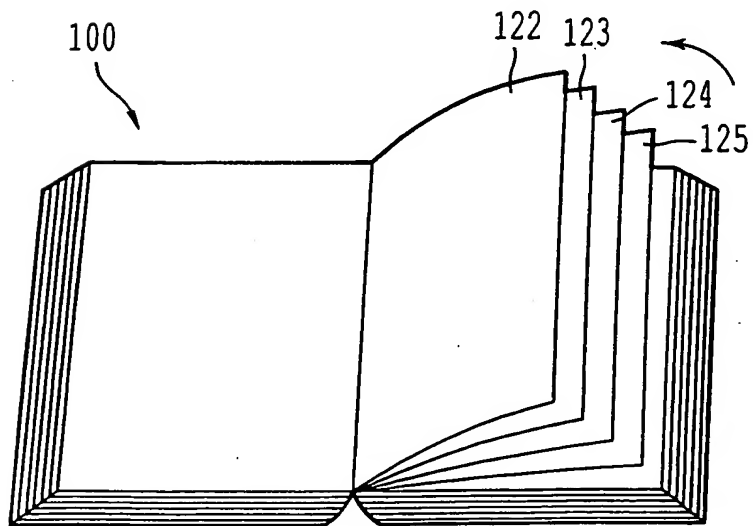


FIG. 1D

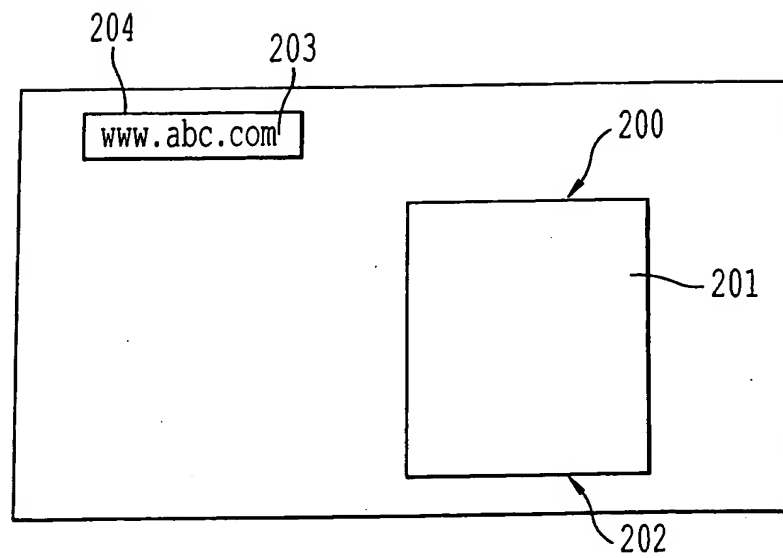
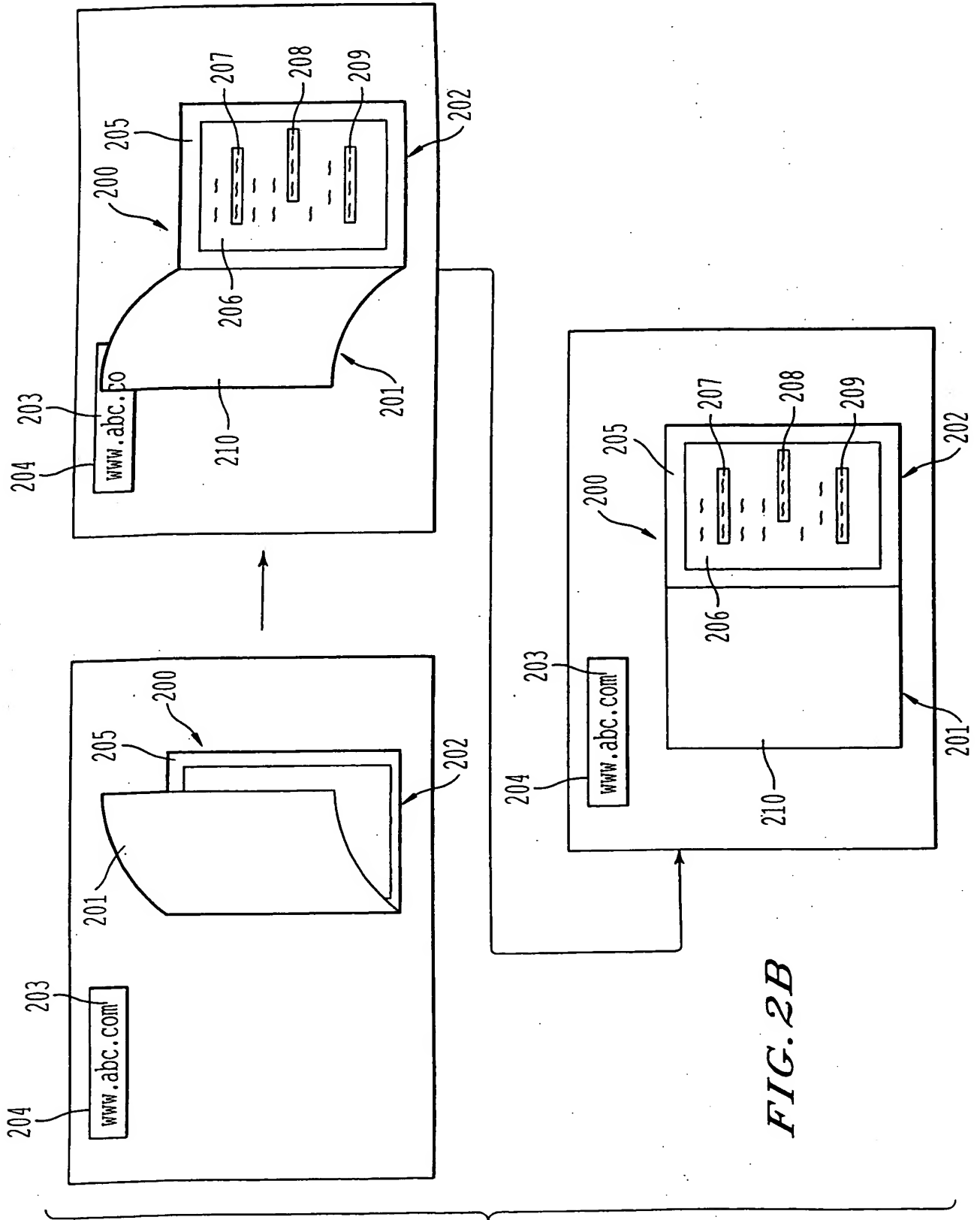
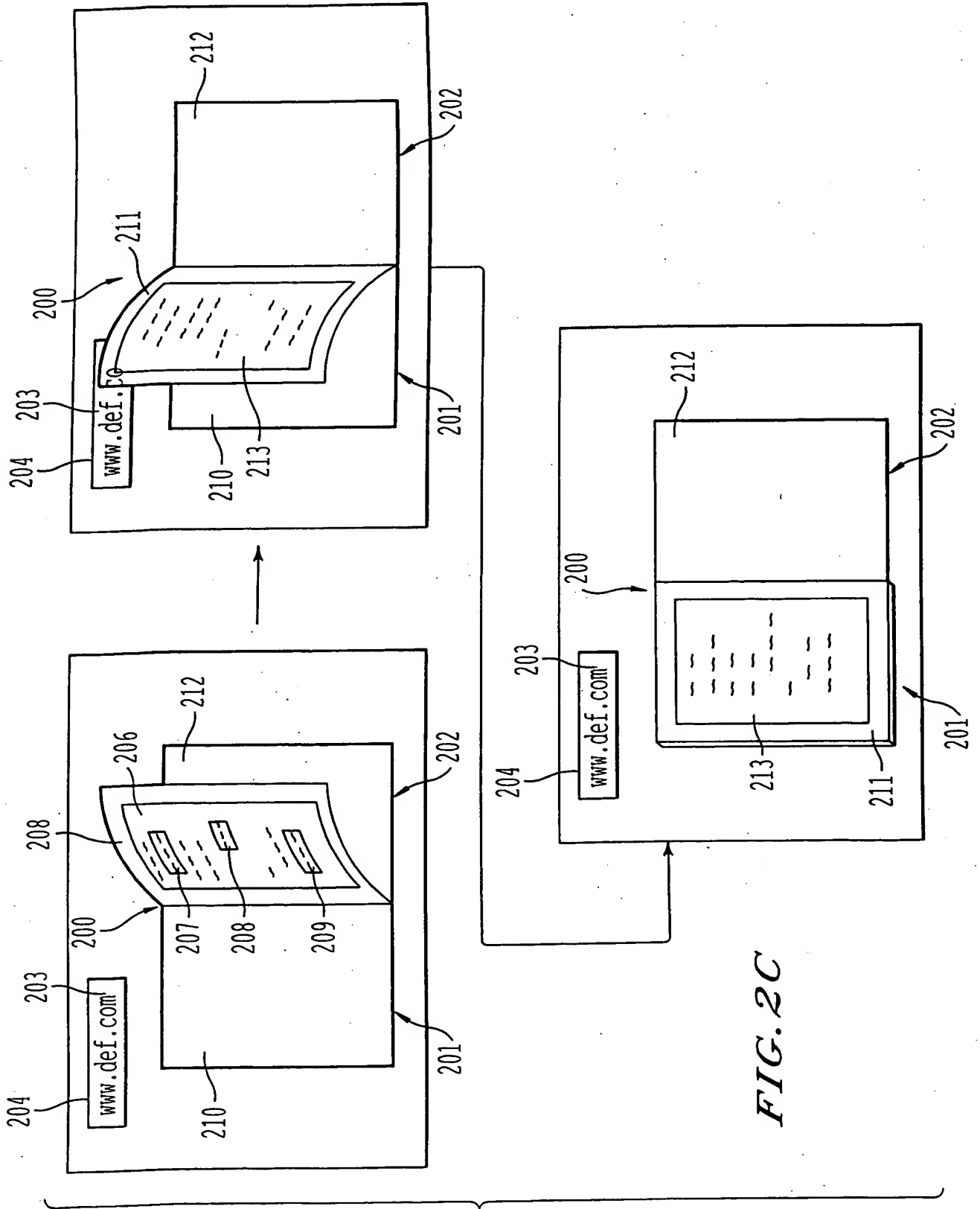


FIG. 2A





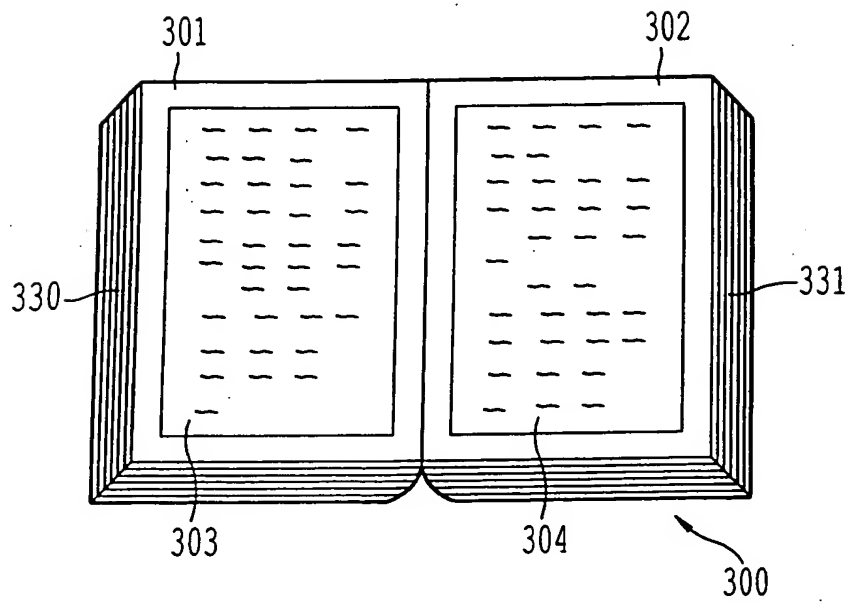


FIG. 3A

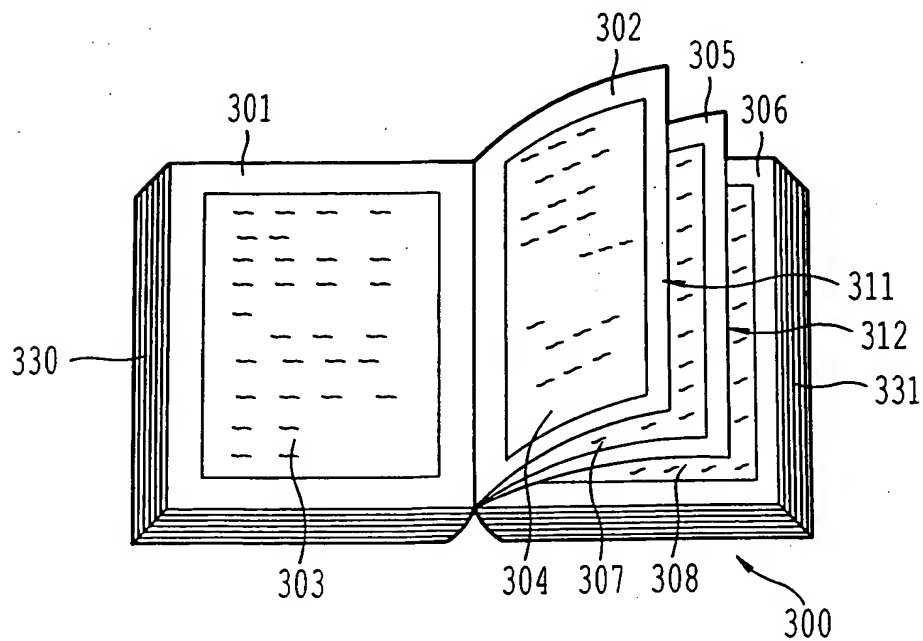


FIG. 3B

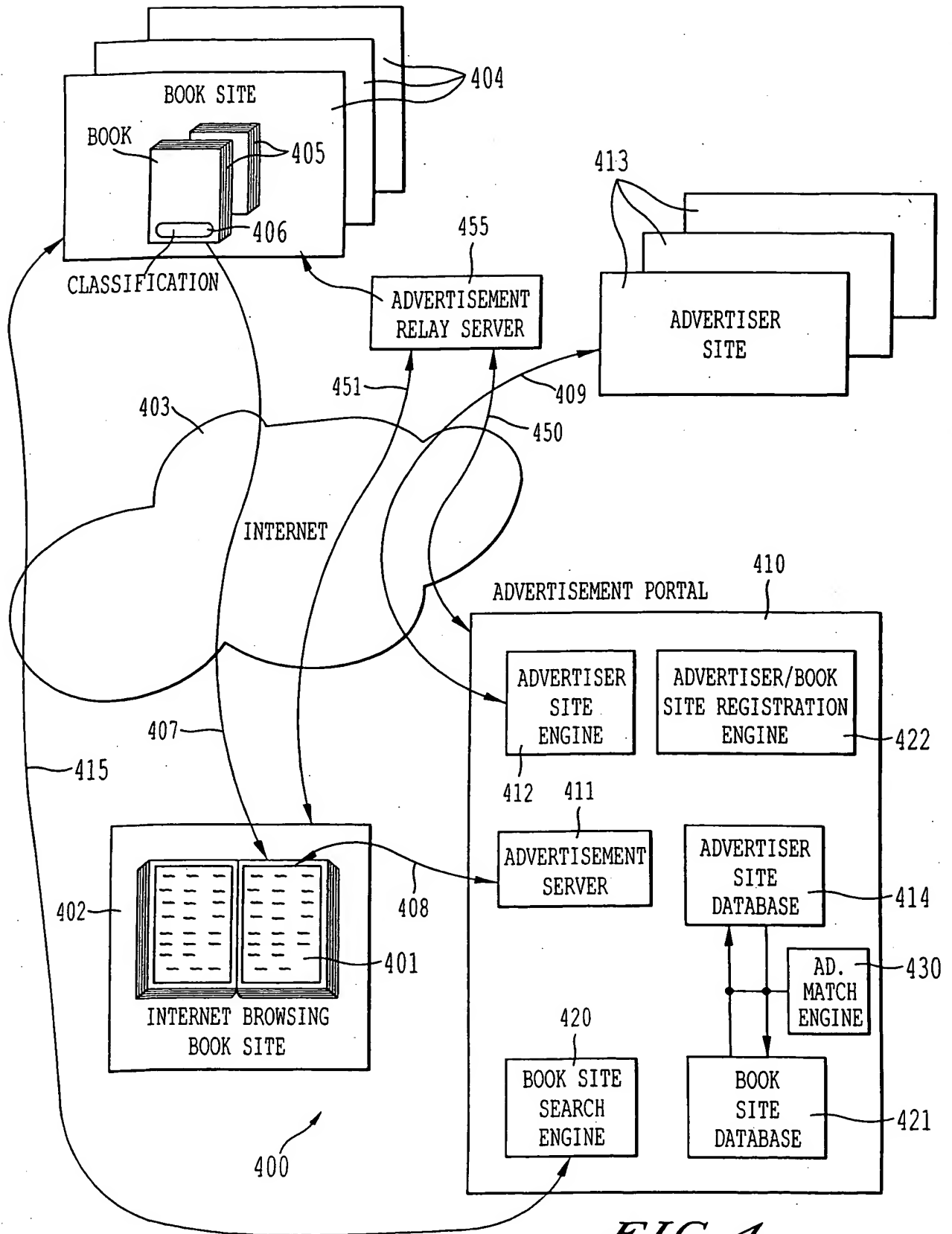


FIG. 4

501

ADVERTISEMENT REQUEST (PULL)

SPECIFIC

⊙ 502

NAME

504

CATEGORY

⊙ 502

NAME

505

TIME OF DISPLAY

506

LENGTH OF DISPLAY TIME

507

DIMENSION OF AD.

508

POSITION IN BOOK

509

RATES OFFERED

510

GO

511

FIG. 5A

ADVERTISEMENT OFFER (PUSH)

531

SPECIFIC

⊙ 532

NAME

534

CATEGORY

⊙ 532

NAME

534

TIME OF DISPLAY

536

LENGTH OF DISPLAY TIME

537

DIMENSION OF AD.

538

POSITION IN BOOK

539

RATES REQUESTED

540

GO

541

FIG. 5B

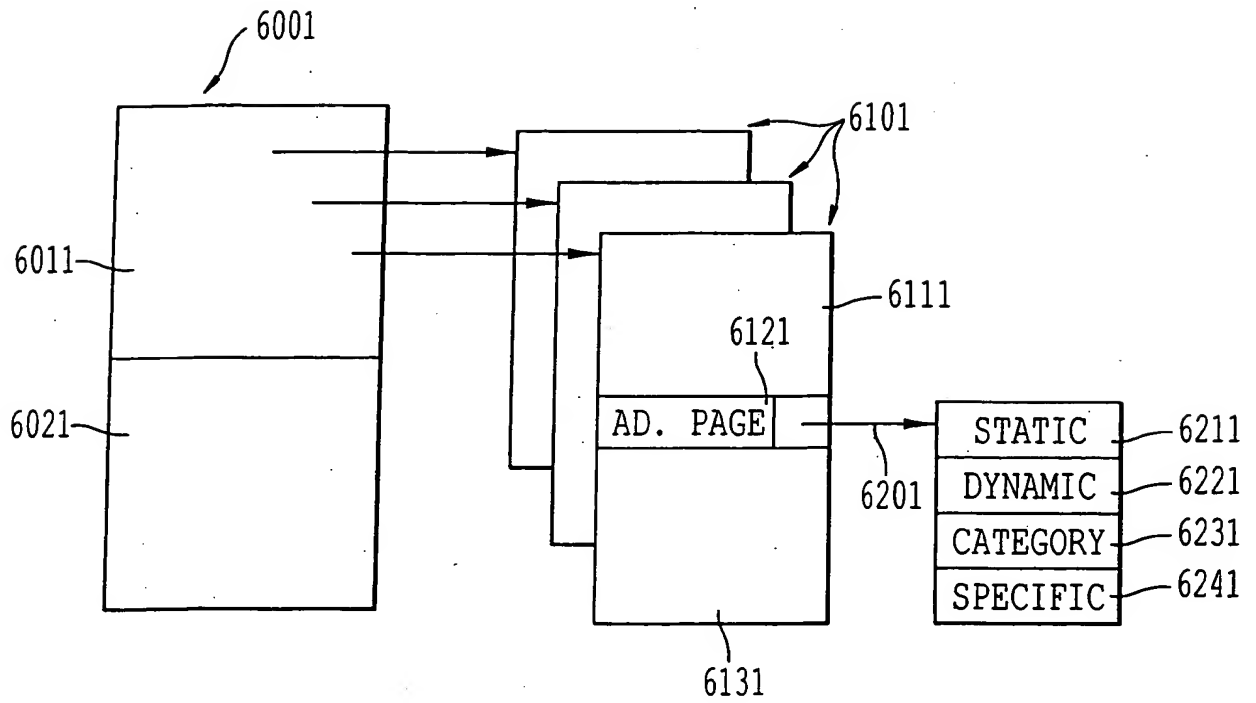


FIG. 6

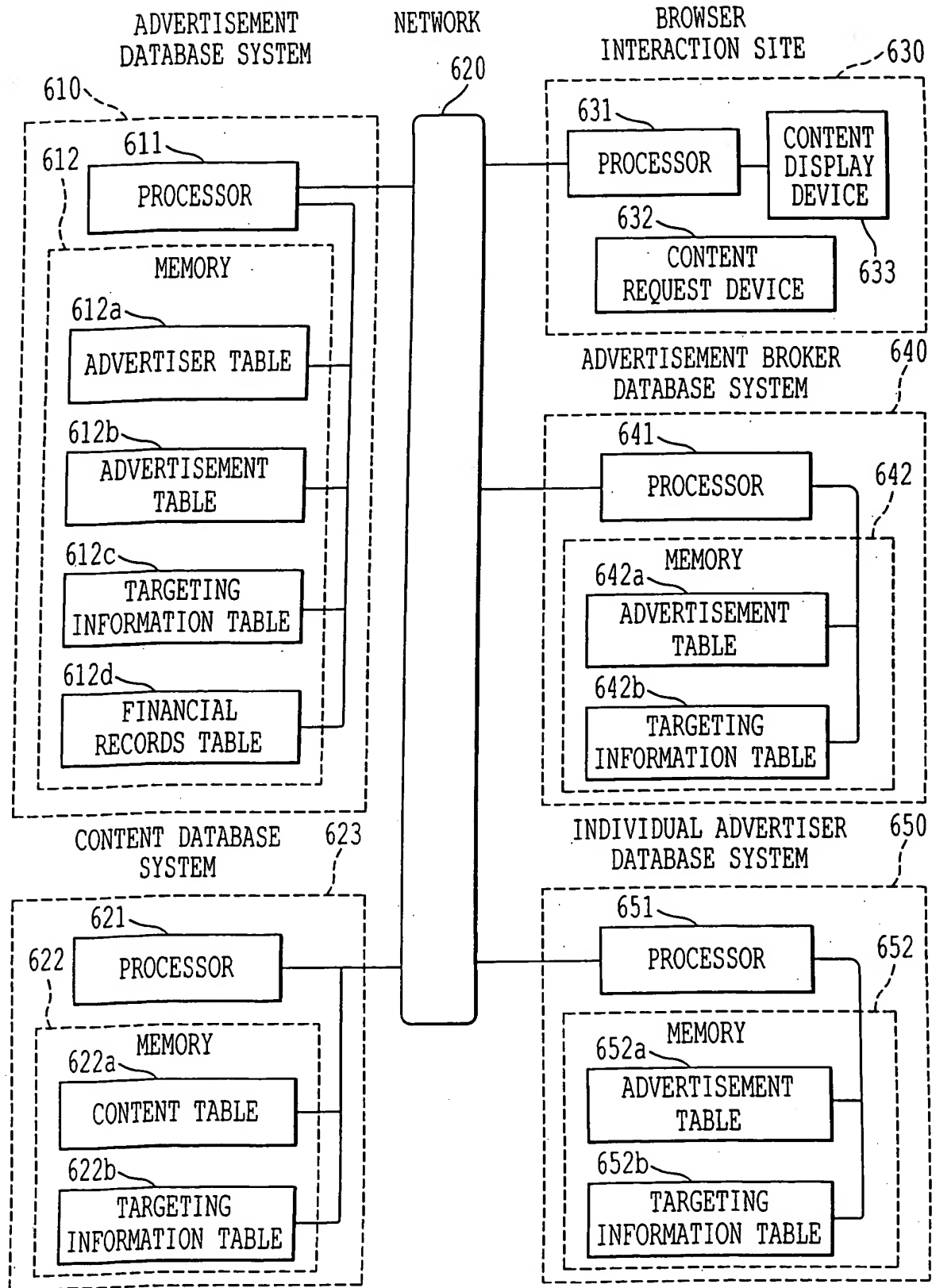


FIG. 7

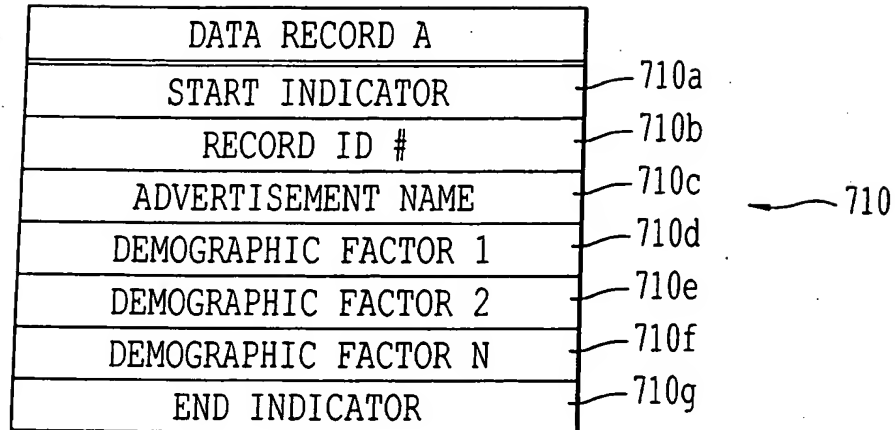


FIG. 8a

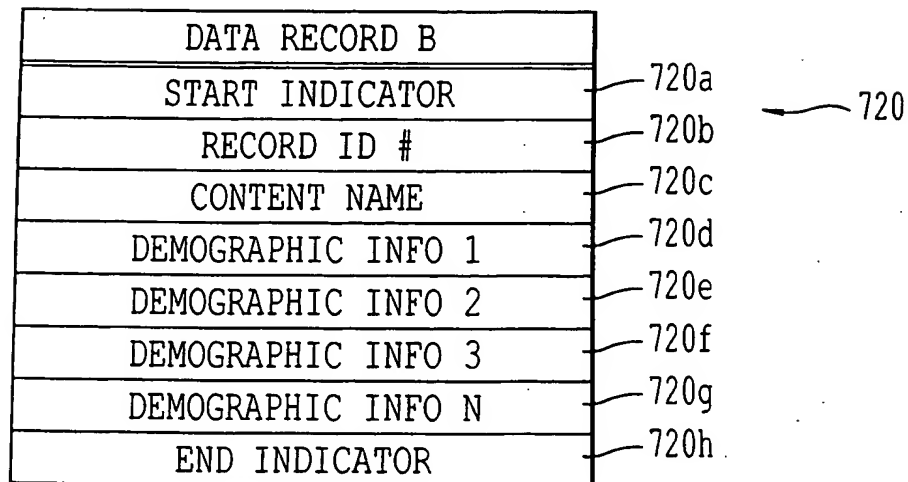


FIG. 8b

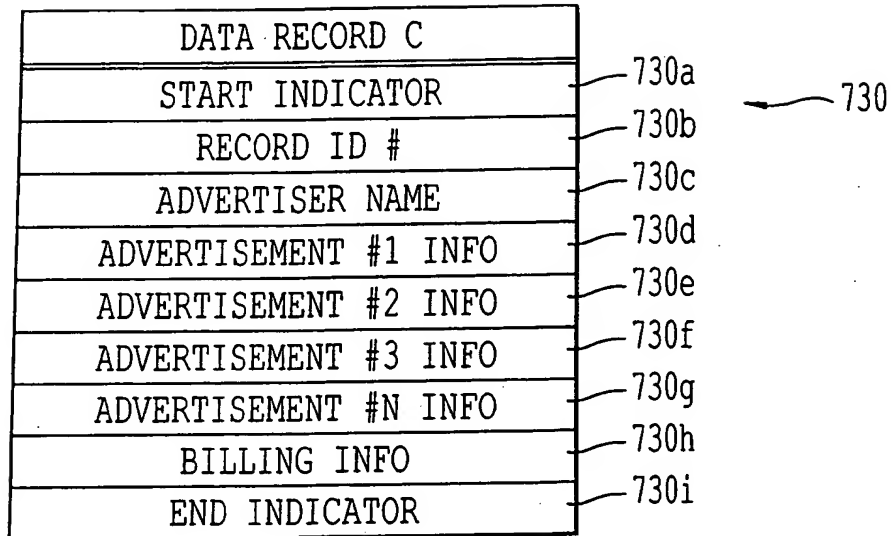


FIG. 8c

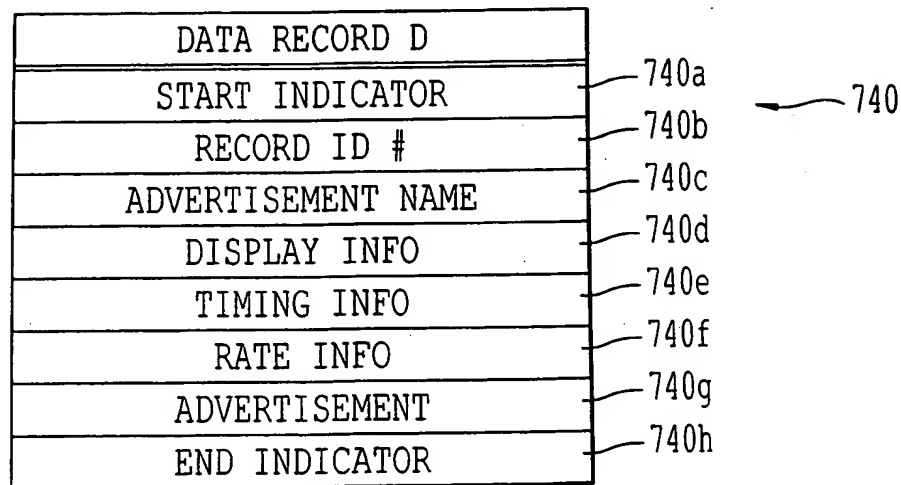


FIG. 8d

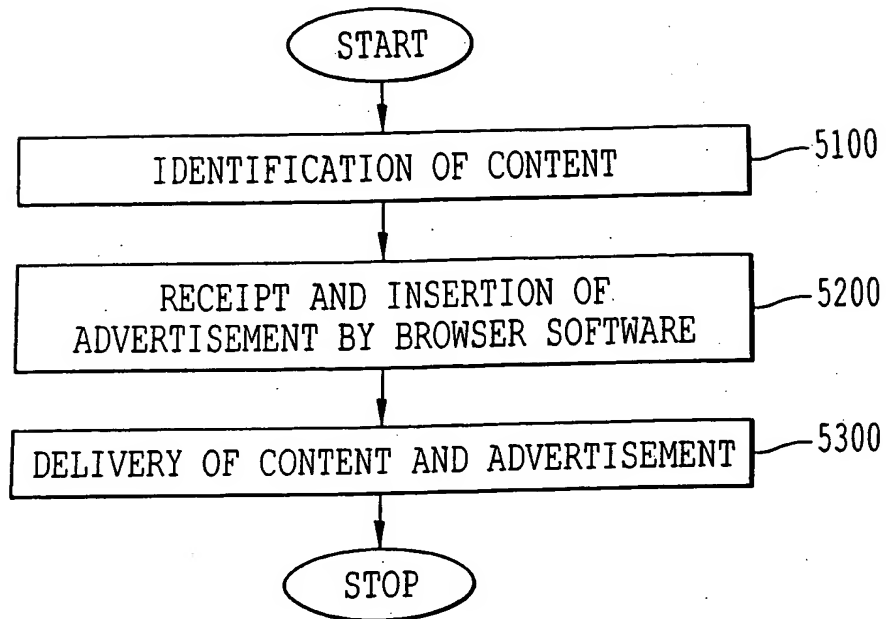


FIG. 9

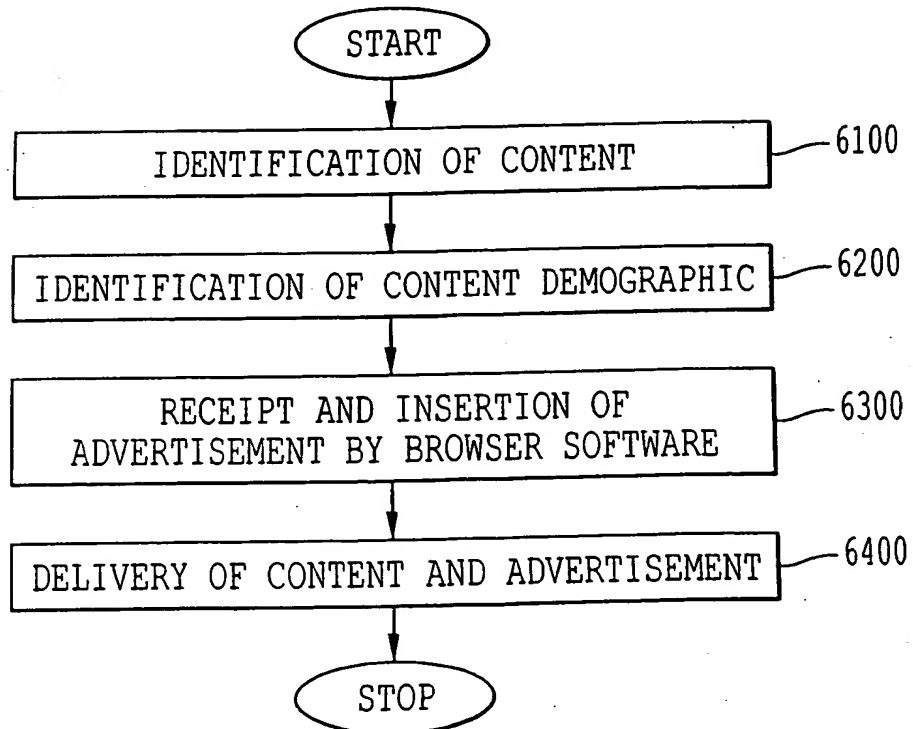


FIG. 10

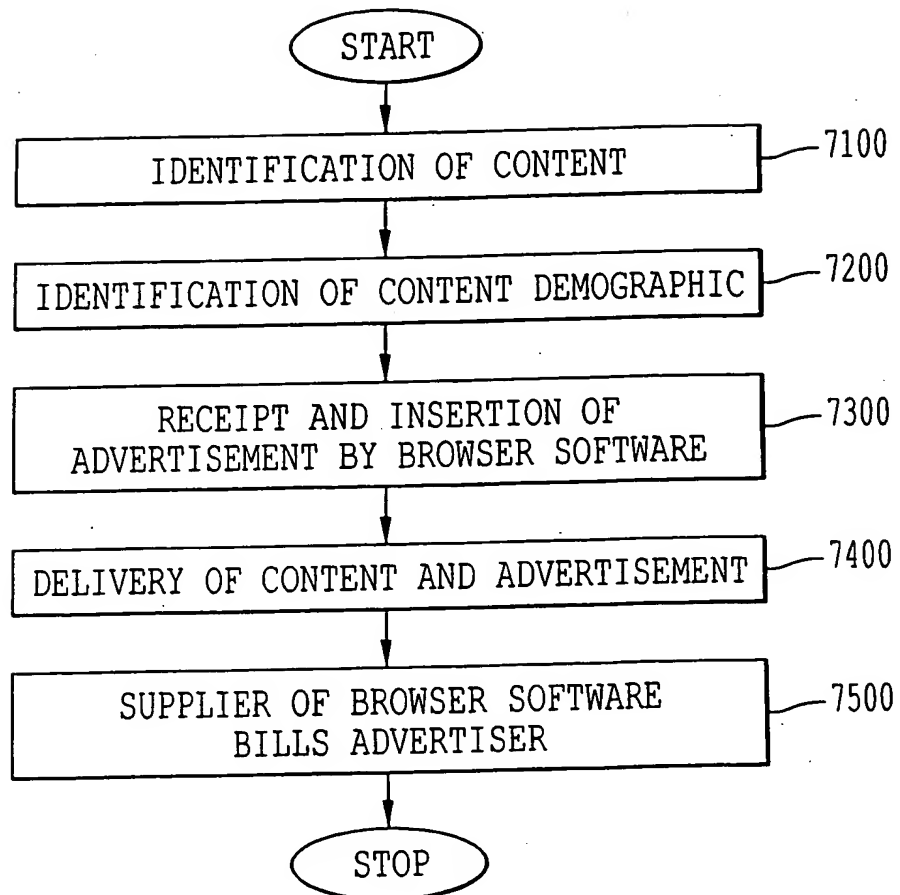


FIG. 11

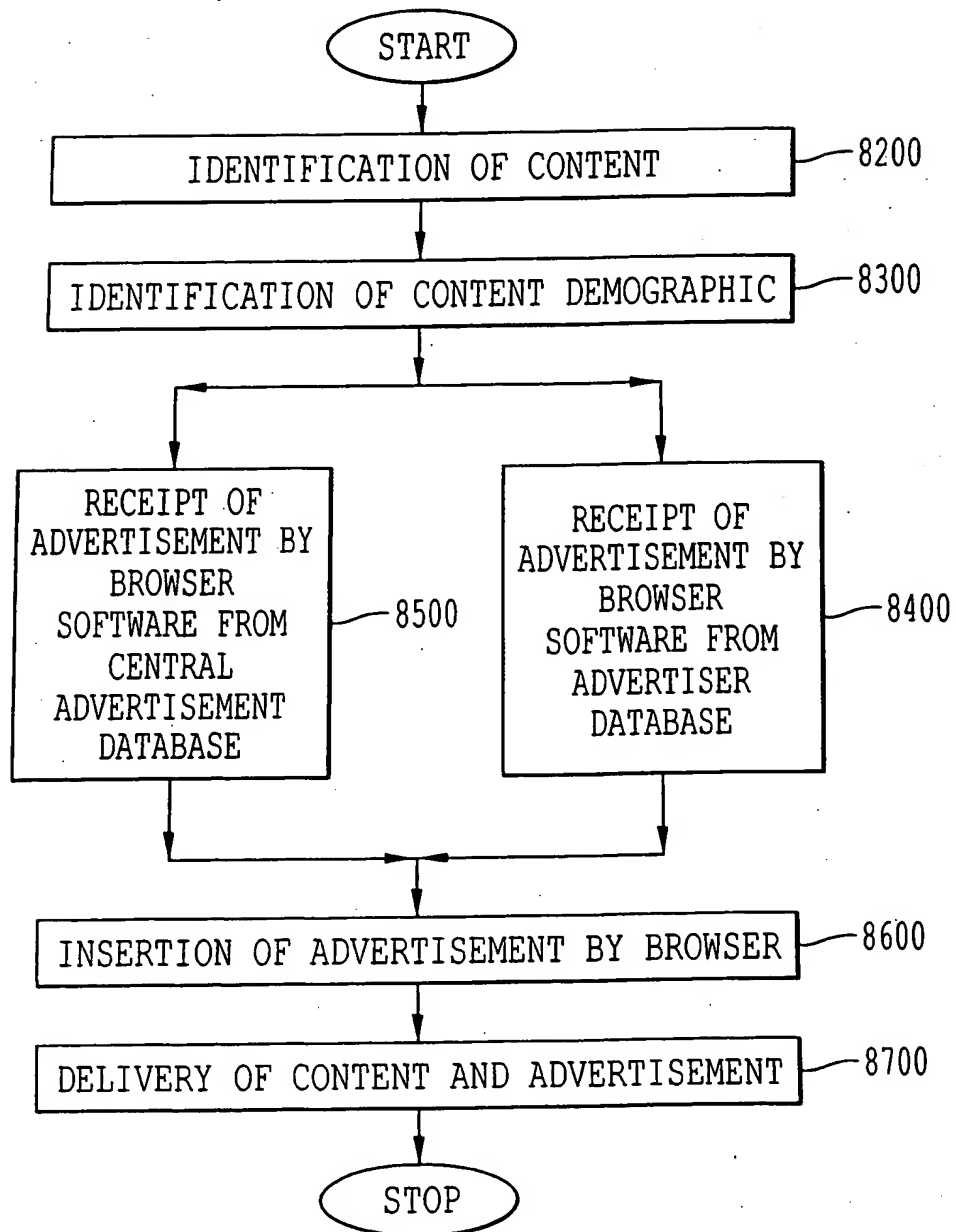


FIG. 12

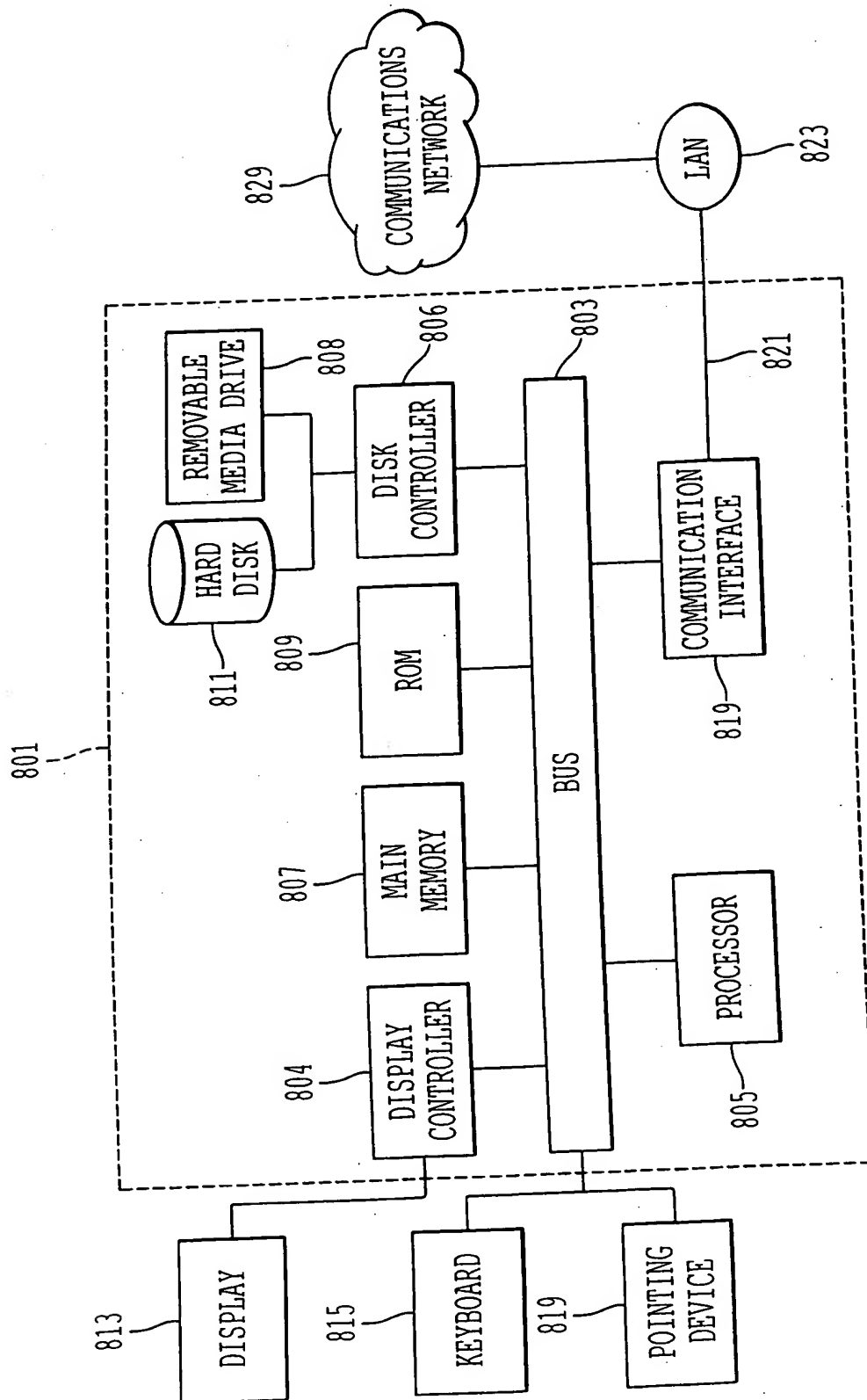


FIG. 13

	TRADITIONAL BOOKS	NEWSPAPERS/MAGAZINES	TELEVISION/MOVIES	INTERNET DATA TRANSMISSION
DO THEY ADVERTISE...	OTHERS?	OTHERS?	OTHERS?	OTHERS?
	SELF?	SELF?	SELF?	SELF?
CONTENT CREATOR	Y Y AUTHOR	Y Y STAFF AUTHORS PRIVATE AUTHORS	Y Y STATION STUDIOS PRIVATE STUDIOS	Y Y AUTHORS STUDIOS ETC.
CONTENT "PUBLISHER"	Y N BOOK PUBLISHER	Y Y MAGAZINE/NEWSPAPER PUBLISHER	Y Y TV NETWORKS/STATIONS	Y Y WEB PUBLISHER
DISPLAY DELIVERY	N N BOOK PRINTER BOOK DISTRIBUTOR	N N PRINTER DISTRIBUTOR	Y Y "BROADCASTER" TV/THEATER MANUFACTURER	N N WEB HOST ISP BROWSER PRODUCER MONITOR MANUFACTURER

FIG. 14
PRIOR ART